

Golf Committee Meeting  
December 8, 2015

Present: Troy Palmer, President, Chair, Greg Ferris, At-Large, Blaine Knott, District II, Cindy Renard, District III, Leon Lungwitz, District IV, Richard Schodorf, District V, Debbie Burch, District VI, Troy Hendricks, Michelle Haun, Ron Mosher, Shana Appelhanz, Keith Gunter, Scot Weller

Absent: Dr. Williams, District 1

Meeting was called to order at 4:05pm.

**Introduce New Appointee**

Hendricks introduced Troy Palmer as the new appointee from the Park Board.

**Approval of Minutes from 10/27/2015**

Knott made a motion to approve the minutes, Ferris seconded.

**Rounds/Expenditures**

Hendricks stated that he made an error on the rounds report for Mac. Instead of being down 6%, they were up 5%. Rounds, overall, are up 4% year-to-date. Revenue is up 6% and encumbrances are down 1%. Net income is 109% better than last year at this time.

Schodorf asked how much we charge for Footgolf.

Hendricks stated \$12 for adults and \$8 for children, they pay the 9-hole cart fee if they take a cart.

**Marketing**

Hendricks stated that we have had over 1500 downloads of the new app. On the day before Thanksgiving, 38% of the tee times booked were booked electronically and of those 28% were booked through the app and 18% from the website.

Ferris stated that we should print cards explaining how to book a tee time on to distribute to those who did not book their tee time online or on the app.

Hendricks stated that we launched the new web store in November. We are now selling the player's card and gift cards online. So far we have sold \$300 in player's cards and \$1100 of gift cards online. We are working on adding the ability to purchase season passes through the web store as well.

Ferris asked if any thought has been given to using the player's card earlier than 1pm over the winter.

Hendricks stated that it was not a thought when the card was created. We will discuss this with the golf pros at the upcoming staff meeting. We recently added a Facebook ad on Cyber Monday generating over 1700 comments with only one negative comment posted, for everyone else to see, regarding goose poo at MacDonald. We are still looking into methods for eliminating them.

Palmer stated that the fox decoys have worked at some of the properties he manages.

Ferris stated that his HOA has used a speaker playing dogs barking and also put a wire around the ponds over the winter.

**Open discussion**

Renard asked if the gift certificates are good for everything.

Hendricks stated that they are.

Burch asked if we have had any further interaction with First Tee.

Hendricks stated that we are working on a contract with them. Their home base will be at Teradyne. We are looking at providing Tex as a satellite location for them starting in June 2016.

Burch asked if they will pay us a fee.

Hendricks stated that they will pay us \$5 per year, \$1 per course, to use our courses in June, July and August. They will get to play at a reduced rate, after 1pm, at each course, \$3 at LW Clapp, \$4 at MacDonald and Auburn Hills and \$5 at Tex Consolver and Sim. This program is a direct conflict with the Jr Golf Foundation, but we are interested in promoting golf, so we will work with them. They support our plans for a pitch and putt and range at MacDonald. We are looking at getting a building added for indoor play at Tex. Their program will pay for the building and use it and we will get to keep it. Teradyne is not charging them anything. We will be able to advertise Tex as a First Tee facility. After three years, the program has to have 700 kids, or it will close. We will be presenting our updated business plan at the council workshop on December 22<sup>nd</sup>.

Schodorf asked if it will mirror the business plan that was provided to the GAC.

Hendricks replied that it will. Most of that information has been put in the presentation along with updates.

Schodorf asked if the GAC should be at the council workshop.

Hendricks stated it probably wouldn't hurt.

Ferris stated that the workshops are open to the public, but no one is allowed to speak other than those scheduled to present.

Hendricks stated we will send out an email letting the committee members know when and where the workshop will be.

Ferris asked if there was any response to his letter.

Hendricks replied that the City Manager called to state that the bridge is a golf course asset, but they would look into available funds to assist.

Ferris stated that Houtman should talk to Janzen to discuss the drainage engineering. Quik Trip is a done deal and will be going in.

Lungwitz asked about using a drone to scare away the geese.

Hendricks stated that the park department recently bought one.

The next meeting is scheduled for January 19<sup>th</sup>.